



MEMORANDUM

TO: Mayor and Council

FROM: Sara L. Hensley, CPRP, Director
Austin Parks and Recreation Department

DATE: December 18, 2012

SUBJECT: Response to Resolution #20121011-117: 64 Rainey Street Property

Council Resolution 20121011-117 resolved that the “City Manager is directed to develop a range of options for use of this parcel of land [on Rainey and River Street] by the Parks and Recreation Department for specific development that would address the needs of the adjacent Emma S. Barrientos Mexican American Cultural Center...”

Staff provided seven opportunities for public input into the options for use of the Rainey Street lot including two public input sessions, citizen communications at the ESB-MACC Advisory Board Meeting, intercept interviews at the *Dia de los Muertos* special event on November 3, 2012 at the MACC, input through emails to the Division Manager, SpeakUpAustin.org and drop-in access at the MACC offices. Marketing for public input included a news release, television and radio coverage, Austin Notes, Facebook, notices on the City website, as well as emailed announcements to 5200 MACC users. In addition, outreach efforts were performed to include the Hispanic Advocate for Business Leaders of Austin, the Waller Creek Conservancy and others.

In summary, the public’s comments randomly listed in the attached document fell into seven major categories of potential use for the Rainey Street lot, including:

1. A multipurpose space including community gardens, activity space and art
2. Parking
3. Community Gardens or cultivated gardens
4. A memorial space for historic markers, public art, or murals
5. A programmable facility
6. A public market (*Mercado*)
7. Other suggestions on process and questions

It is important to note, the decided use will dictate the land acquisition procedures i.e. if a park purpose is desired, Council action is recommended to allocate this land a dedicated parkland. Land dedication and associated processes will be determined and executed by the Parks and Recreation Department upon final determination. Additionally, the acquisition and development of this land is contingent upon the completion of the Waller Creek Project and available funding.

Attached is the ESB-MACC Advisory Board’s recommendation to Council. The Parks Department will bring a recommendation to Council for action in January and will take into consideration the recommendation of the ESB-MACC Board.

Should you need any additional information, please contact my office at 974-6717.

Cc: Marc A. Ott, City Manager
Bert Lumbreras, Assistant City Manager
Kimberly McNeeley, Assistant Director, Parks and Recreation Department

Attachments